

Thai Trade Center Los Angeles News

For Immediate Release

December 10, 2009

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U.S. Government Approval of “Thai Select” Designation Prompts More Promotion of Best Thai Dining

LOS ANGELES, CA -- The Thai Trade Center, Los Angeles said today the U.S. Patent and Trademark Office's recent registration of the "Thai Select Thai Cuisine" designation will lead to more active promotion of the best Thai restaurants in the United States.

Thai Trade Centers and the Royal Thai Government bestow the "Thai Select" honor on Thai restaurants that meet a high standard for authentic Thai food, hospitality, and atmosphere.

"The Thai Select label assures customers that they will enjoy high-quality, genuine Thai meals prepared by well-trained chefs and served in a true Thai style," said Chantira J. Vivatrat, director, Thai Trade Center, Los Angeles. "We urge restaurant patrons to look for the diamond label with the words 'Thai Select Thai Cuisine, Awarded by the Ministry of Commerce Thailand,' when they want to eat the best Thai food."

Currently, 416 restaurants throughout the United States, including 158 in the 14-state region under the auspices of the Los Angeles office (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington, and Wyoming), qualify for the Thai Select designation. For a complete restaurant list, click on the "Thai Select" Directory at <http://www.thaitradeusa.com/thaiselect.php>.

The U.S. Patent Office's approval of the Thai Select label and designation should encourage more restaurants to raise their quality standards to qualify for the Thai Select award, Ms. Vivatrat said.

To apply for Thai Select recognition, restaurateurs complete an extensive application form, after which anonymous representatives of the Thai government visit the establishment and judge them by a strict set of guidelines to determine eligibility. As Chef Robert Danhi, food consultant, cookbook author and photographer who has dined at Thai Select restaurants, explained, "Authenticity is the name of the game here; the décor, service and food are all evaluated. An actual site visit is part of the process where all the research is qualified, the staff is reviewed and the food sampled."

The following categories of Thai restaurants may qualify for the Thai Select award:

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- Traditional Thai Cuisine, offering traditional recipes and style
- Modern Thai Cuisine, incorporating foods of different countries with Thai food and served in a restaurant with authentic Thai décor
- Special Thai Cuisine
- Chain restaurants that develop menus with the Thai government and offer only Thai cuisine may be designated as “Honorable Thai Select.”

Since Thailand is known as the “Kitchen of the World,” the Royal Thai Government is encouraging Thai restaurants around the globe to use a wide variety of Thai ingredients in their menus and Thai equipment for meal preparation.

Ms. Vivatrat cited the following statistics to explain Thailand’s importance in the international food market:

- Thailand is one of the world’s major rice producers, a leader in producing shrimp, and one of the world’s top ten producers and exporters of food.
- Thailand is one of the largest exporters of sugar, tapioca, and pineapple and an important source of other types of fruit, vegetables, and condiments.
- Thailand is the number one producer of organic food in Southeast Asia.

“Thai Select guarantees diners they’re not just eating a meal, but journeying into Thai culture, which traditionally values delicious, healthy food, beautifully presented, with a range of dishes that balance five essential flavors -- spicy, tangy or sour, sweet, salty, and pungent,” Ms. Vivatrat said.

In the United States, Thai Trade Centers implement policies and activities of the Thai Department of Export Promotion, with special focus on fostering trade relations between Thai exporters and potential importers. TTCs also analyze relevant information and give reports on emerging trends and developments. For more information, contact Thai Trade Center Los Angeles at ttcla@live.com.

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FACT SHEETS ON THAI SHRIMP, CONDIMENTS, SPICES, RICE, AND THE FOOD INDUSTRY NOW AVAILABLE

Recipes and Suggestions on Using Thai Ingredients Free to Public

LOS ANGELES, CA – With Thai food continuing to grow in popularity, everyone with questions about how to bring Thai flavors into their homes now can find answers on the Web site of the Thai Trade Center, Los Angeles.

The Thai Trade Center has posted fact sheets for consumers and the news media at www.thaitradeusa.com.

The fact sheets include suggestions on where to buy Thai ingredients, popular ways to prepare Thai food, how to eat Thai food, and how to incorporate such common Thai ingredients as fish sauce, chili sauce, coconut milk, tamarind paste and juice, curry pastes, and various herbs and spices, such as turmeric, Kaffir lime, chilies, galangal, and tumeric, into everyday cooking.

Other fact sheets also include information on the five fundamental flavors of Thai cuisine – spicy, tangy or sour, sweet, salty, and pungent – and the healthy and nutritious components of Thai food, including such tropical fruits as guava, papaya, tamarind, mangosteen, and mango.

One fact sheet, which features recipes, covers shrimp from Thailand, the United States' top shrimp supplier, offering a year-round supply of consistently safe, superior and reliably fresh shrimp.

The importance of rice to Thai culture and to Thai meals is covered in another fact sheet that offers recipes for Hom Mali jasmine rice and rice noodles.

The Thai Trade Center, Los Angeles, also can answer questions on Thai cuisine, ingredients, and Thai chefs. For more information, email ttcla@live.com or call 323-486-9645.

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